



For Immediate Release

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**TARC Launches Mobility as a Service (MaaS) Platform
with City Officials and Mobility Partners**

What: TARC, City Officials, and Mobility Partners launch Mobility as a Service platform, the first of its kind in the country

When: Monday, May 20th 2019 at 2 PM

Where: Louisville Omni Hotel, 2nd Floor
Commonwealth Ballroom 8

Louisville, KY (May 17, 2019) – TARC is leading the nation in offering *Mobility as a Service (MaaS)* with the official launch of their new Mobility App (available now in the app store) and Dynamic Trip Planner on their newly redesigned website (ridetarc.org).

In attendance will be Louisville Mayor Greg Fischer, TARC Executive Director Ferdinand L. Risco Jr., ZED Digital President Sumithra Jagannath, and representatives from mobility partners Bird Rides (Director Sam Reed), LouVelo (General Manager Mathew Glaser), and PARC (Director Tiffany Smith).

TARC's new integrated mobility platform enables customers to seamlessly plan trips across multiple modes of travel including TARC, Uber, Lyft, Bird Scooters and LouVelo Bike Share. Rather than having to locate, and book each mode of individual travel separately, MaaS platforms let customers plan and book their trip from A to B (door-to-door), all in one place.

"This app positions TARC as a leader in MaaS, enabling our transformation from a public transit agency to an integrated mobility solutions provider," said Ferdinand L. Risco Jr., TARC executive director, "This is a streaming service data platform. In addition to the various mobility modes available to choose from, the app will also stream activities, entertainment, landmarks and parking availability in the Greater Louisville region, all in real-time."

"A major distinguishing factor of ZED's MaaS platform that powers the TARC app is that this is the first of its kind to provide analytics and real-time data on system usage, origins and destinations of trips per mode of travel, transportation cost savings to riders from app usage and more," said Sumithra Jagannath, ZED Digital President.

"LouVelo is looking forward to teaming up with TARC and the MaaS mobile team to increase alternative transportation options for our service areas," said Mathew Glaser, LouVelo General Manager.

As TARC continues to roll out updates to the platform customer feedback is always welcome and can be submitted directly through the app or sent to info@ridetarc.org.

The next phase of the platform, coming later this year, will include real time parking availability and an added integrated payment solution allowing customers to pay for their full trip, across all platforms from within the TARC app.

About TARC

The Transit Authority of River City (TARC) provides mobility solutions for the greater Louisville region.

TARC's mission is to explore and implement transportation opportunities that enhance the social, economic and environmental well-being of its service area. This includes connecting residents of and visitors to the region with 102 paratransit vehicles and 223 buses traveling 43 fixed routes to locations within five counties across two states.

TARC is dedicated to its role of moving the workforce of today and tomorrow. With an annual operating budget of 89.5 MM, TARC's team of 661 employees serve more than 41,000 daily riders, making possible 12.5 MM annual customer trips traveling over 12 MM total miles. With 63% of trips taken for work & another 20% for school, TARC is crucial in the region for delivering a qualified workforce to employers and for getting students to class.

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TARC Online: ridetarc.org

TARC on Facebook: facebook.com/ridetarc

TARC on Twitter: twitter.com/ridetarc

TARC on Instagram: instagram.com/ridetarc